

## ORDER



KLAS

Orders Order / Rev: 37424  
Alt Order #: 08863444  
Product Desc: BERKLEY/SENATE/D  
Estimate:  
Flight Dates: 10/30/12 - 11/05/12  
Original Date / Rev: 10/30/12 / 10/30/12  
Order Type: GENERAL

Primary AE: Mike Jones  
Sales Office: K-WAS  
Sales Region: National

Agency Name: Shorr Johnson Magnus  
Buying Contact:  
Billing Contact:  
1831 Chestnut St.  
Philadelphia, PA 19103

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS  
Demographic: A35+  
Product Codes: PO1  
Priority: LV1  
Revenue Codes: AGY, POL, CAND

New Business Thru:  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	95	\$73,485.00	\$62,462.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	95	\$73,485.00	\$62,462.25	0.00
Totals	95	\$73,485.00	\$62,462.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones	Start Of Order - End Of Order	100%
------------	-------------------------------	------

## Order Share

	Share	Total
KLAS	30%	\$73,485.00

Market	100%	\$244,950.00
--------	------	--------------

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/30/12	11/02/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	8	\$25.00	LV3	0.00	NM	7	\$200.00

## NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				
Week: 10/29/12	11/04/12	-TWTF--	8	\$25.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	8	10/29/12-11/04/12	8 News Now 4-5a	4-5a	-TWThF----	:30	(\$25.00)	0.00	NM

**Order / Rev:** 37424  
**Alt Order #:** 08863444  
**Flight Dates:** 10/30/12 - 11/05/12

**Advertiser:** Berkley, Shelley - D-USS  
**Product Desc:** BERKLEY/SENATE/D  
**Estimate:**

KLAS

Order / Rev: 37424  
Alt Order #: 08863444  
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley - D-USS  
Product Desc: BERKLEY/SENATE/D  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	8	11/05/12	11/05/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	2	\$250.00	LV3	0.00	NM	2	\$500.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 2 \$250.00 0.00															
9	8	10/30/12	11/02/12	8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -TWTF-- 3 \$275.00 0.00															
10	8	11/05/12	11/05/12	8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$275.00 0.00															
11	8	10/30/12	11/02/12	Ellen	CM	3-4p	-TWTF--	:30	4	\$375.00	LV3	0.00	NM	4	\$1,500.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -TWTF-- 4 \$375.00 0.00															
12	8	11/05/12	11/05/12	Ellen	CM	3-4p	M-----	:30	1	\$375.00	LV3	0.00	NM	1	\$375.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$375.00 0.00															
13	8	10/30/12	11/02/12	Price Is Right	CM	10-11a	-TWTF--	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
<b>PRICE RITE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -TWTF-- 1 \$1,575.00 0.00															
15	8	10/30/12	11/02/12	Live w/Kelly	CM	9-10a	-TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
<b>KELLY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -TWTF-- 3 \$275.00 0.00															
16	8	11/05/12	11/05/12	Live w/Kelly	CM	9-10a	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
<b>KELLY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$275.00 0.00															
17	8	11/04/12	11/04/12	8 News Now Sun 5-7p	CM	430-530p, 630-7p	-----S	:30	2	\$250.00	LV2	0.00	NM	2	\$500.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -----S 2 \$250.00 0.00															
18	8	11/03/12	11/03/12	8 News Now Sat 5-7p	CM	430-5p	-----S-	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -----S- 2 \$185.00 0.00															
19	8	10/30/12	11/02/12	8 News Now 5-630p	M-FCM	5-630p	-TWTF--	:30	5	\$400.00	LV3	0.00	NM	5	\$2,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -TWTF-- 5 \$400.00 0.00															
20	8	11/05/12	11/05/12	8 News Now 5-630p	M-FCM	5-630p	M-----	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 2 \$400.00 0.00															
21	8	10/30/12	11/02/12		CM	4-5p	-TWTF--	:30	4	\$350.00	LV3	0.00	NM	4	\$1,400.00

**Order / Rev:** 37424  
**Alt Order #:** 08863444  
**Flight Dates:** 10/30/12 - 11/05/12

**Advertiser:** Berkley, Shelley - D-USS  
**Product Desc:** BERKLEY/SENATE/D  
**Estimate:**

KLAS



Order / Rev: 37424  
Alt Order #: 08863444  
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley - D-USS  
Product Desc: BERKLEY/SENATE/D  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
54	8	11/05/12	11/05/12	8 News Now 11p M-F	CM	11-1135p	M-----	:30	1	\$500.00	LV3	0.00	NM	1	\$500.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12 11/11/12 M----- 1 \$500.00 0.00															
56	8	11/04/12	11/04/12	CBS News Sunday Morn@M		CBS Sunday Morni-----S		:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
<b>SUN MRN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S 1 \$1,225.00 0.00															
57	8	11/04/12	11/04/12	8 News Now Sun AM #2	CM	8 News Now Sun A-----S		:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 -----S 1 \$1,225.00 0.00															
N59	8	10/31/12	11/02/12	8 News Now 4-5a	CM	4-5a	--WTF--	:30	1	\$0.00	PKA	0.00	NM	1	\$0.00
This is for a rebate. Value of spot \$50.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12 11/04/12 --WTF-- 1 \$0.00 0.00															
60	8	10/30/12	11/05/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	2	\$50.00	LV2	0.00	NM	2	\$100.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/30/12 11/05/12 MTWTF-- 2 \$50.00 0.00															
61	8	10/30/12	11/05/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	1	\$25.00	LV3	0.00	NM	1	\$25.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/30/12 11/05/12 MTWTF-- 1 \$25.00 0.00															
62	8	10/30/12	11/05/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/30/12 11/05/12 MTWTF-- 2 \$20.00 0.00															
<b>Totals</b>												95	\$73,485.00		